

Message Text

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TAGS: ETRD, BEXP, PA

SUBJECT: SECRETARY'S OASGA INITIATIVES - USDOC EXPORT PROMOTION

REF: A) STATE 196223; B) ASUNCION 1779; C) STATE 174086

1. SUMMARY. PARAGUAYAN EXPORT PROMOTION CENTER COULD MAKE ONLY LIMITED USE OF USDOC EXPORT PROMOTION ADVISORY SERVICES, SINCE PRINCIPAL NEED AT MOMENT IS BUDGET ASSISTANCE RATHER THAN ADVICE. OPPORTUNITY MAY ARISE FOR OFFICIAL OF CENTER TO VISIT U.S. IN MID-1977. IF PROJECTED TRIP WORKS OUT, EMBASSY RECOMMENDS OFFICIAL BE INVITED TO WASHINGTON TO CONSULT WITH BUREAU OF INTERNATIONAL COMMERCE IN WASHINGTON. END SUMMARY.

2. FOR BACKGROUND INFO OF DEPTS. OF STATE AND COMMERCE, PARAGUAY-AN EXPORT PROMOTION CENTER (CEPEX) WAS ESTABLISHED IN 1969 WITH SUPPORT FOR USAID. AFTER FIRST TWO YEARS OF OPERATION, CENTER BEGAN TO DETERIORATE. IN JANUARY 1976 DR. SEGUNDO UDAGAWA, WHO HAD BEEN WORKING WITH LAFTA IN MONTEVIDEO, CAME BACK TO HEAD THE CENTER (SEE REF B). HE HAS SPENT LAST EIGHT MONTHS IN REORGANIZ-ING CENTER, ESTABLISHING FEASIBLE WORK GOALS AND IN FINDING ENTHU-SIASTIC AND CAPABLE PEOPLE FOR MIDDLE AND SENIOR LEVELS. HIS NEXT STEP IS TO FIND SUFFICIENT FUNDS TO RAISE TECHNICAL QUALIFICATIONS OF HIS EIGHT MIDDLE AND SENIOR LEVEL STAFF MEMBERS AND TO UNDER-TAKE BASIC STUDIES OF PARAGUAYAN PROJECTION AND RESOURCES. UDAGAWA IS REQUESTING HIS BUDGET, WHICH IS INCLUDED WITH FUNDS FOR MINISTRY OF COMMERCE AND INDUSTRY, BE RAISED FROM CURRENT LEVEL OF \$46,000 TO \$180,000 IN CALENDAR 1977. HE ALSO HOPES TO OBTAIN RE-INSTATEMENT OF UNDP PROJECT WHICH HAS BEEN CUT BACK BECAUSE OF COUNTRY CEILING ESTABLISHED BY UN. PROJECT WAS TO PRO-UNCLASSIFIED

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VIDE CERTAIN EQUIPMENT PLUS SERVICES OF SPECIALIST IN MARKET

RESEARCH FROM UNCTAD TRADE COMMITTEE.

3. IN DISCUSSIONS BETWEEN EMBASSY OFFICER AND UDAGAWA ON POSSIBILITIES OF USDOC EXPORT PROMOTION ADVISORY SERVICES, IT WAS AGREED THAT PARTICIPATION OF USDOC IN EXPORT PROMOTION TECHNIQUE SEMINARS WOULD NOT BE PARTICULARLY USEFUL AT PRESENT TIME. PARAGUAY HAS NOT DEVELOPED SUFFICIENT SOPHISTICATION TO GET MAXIMUM BENEFIT FROM SUCH A PROGRAM, NOR WOULD IT BE WORTHWHILE TO DEVELOP A SEMINAR FOR THE SMALL NUMBER OF PERSONNEL PARAGUAY HAS WORKING IN FIELD OF EXPORT PROMOTION. UDAGAWA WOULD BE INTERESTED IN IMPROVING CAPABILITIES OF HIS PERSONNEL IN FIELD OF EXPORT COMMODITY IDENTIFICATION MARKET RESEARCH AND WOULD APPRECIATE KNOWING IF USDOC COULD HELP IN THIS AREA. (AN EMBOFF FAMILIAR WITH O/M EVENT-ORIENTED RESEARCH HAS OFFERED ASSISTANCE IN THAT FIELD, BUT IS NOT KNOWLEDGEABLE IN THE AREA OF INTEREST OF CEPEX.) UDAGAWA ALSO EXPRESSED INTEREST IN THE POSSIBILITY THAT INDIVIDUALS FROM THE CENTER MIGHT RECEIVE GRANTS TO ATTEND APPROPRIATE SEMINARS IN THE U.S. FOR SPANISH SPEAKING OFFICIALS. IN SUCH A CASE THE INDIVIDUAL MIGHT ALSO CONSULT WITH USDOC. (EMBASSY IS CONSIDERING POSSIBILITY OF RECOMMENDING THAT A CEPEX ECONOMIST BE SENT TO JUNE 1977 SEMINAR ON INTERNATIONAL TRADE DESCRIBED IN REF C). THERE IS ALSO A POSSIBILITY THAT UDAGAWA HIMSELF MAY BE SENT BY GOP TO U.S. OR EUROPE ON A TRADE MISSION. IF SO, A VISIT TO BUREAU OF INTERNATIONAL COMMERCE IN WASHINGTON MIGHT BE ARRANGED IN CONJUNCTION WITH THE MISSION.

4. ACTION REQUESTED: EMBASSY WOULD APPRECIATE A) MORE DETAILED INFORMATION ON TYPE OF SEMINARS IN WHICH USDOC WOULD BE WILLING AND ABLE TO PARTICIPATE, AND B) INFORMATION ON WHETHER FUNDS WOULD BE AVAILABLE TO PROVIDE TICKET AND PER DIEM FOR A VISIT TO WASHINGTON FOR SOMEONE ALREADY IN THE U.S.
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